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Healthway



Heart  
Foundation

# COMMUNITY SPRIT THROUGH PHYSICAL ACTIVITY



Est. 1895

## Goomalling Physical Activity Plan 2007 - 2010

## CONTENTS

<b>1.0</b>	<b>PURPOSE OF THIS PLAN .....</b>	<b>3</b>
<b>2.0</b>	<b>BACKGROUND .....</b>	<b>3</b>
<b>3.0</b>	<b>SOCIETAL TRENDS IMPACTING ON GOOMALLING .....</b>	<b>4</b>
<b>4.0</b>	<b>BARRIERS AND CONSTRAINTS TO PARTICIPATION IN PHYSICAL ACTIVITY IN GOOMALLING .....</b>	<b>4</b>
<b>5.0</b>	<b>KEY TARGET GROUPS IDENTIFIED.....</b>	<b>4</b>
<b>6.0</b>	<b>FACILITIES .....</b>	<b>5</b>
<b>7.0</b>	<b>PROGRAMS AND SERVICES .....</b>	<b>5</b>
<b>8.0</b>	<b>WHY SHOULD PEOPLE IN GOOMALLING PARTICIPATE IN PHYSICAL ACTIVITY?.....</b>	<b>5</b>
<b>9.0</b>	<b>CURRENT TRENDS FOR WHEATBELT PHYSICAL ACTIVITY.....</b>	<b>5</b>
<b>10.0</b>	<b>MISSION AND TARGET GROUPS .....</b>	<b>6</b>
<b>11.0</b>	<b>KEY SUCCESS FACTORS.....</b>	<b>6</b>
<b>12.0</b>	<b>FACILITIES AND PHYSICAL ACTIVITY .....</b>	<b>6</b>
<b>13.0</b>	<b>DIFFICULTY IN UNDERTAKING PHYSICAL ACTIVITY.....</b>	<b>7</b>
<b>14.0</b>	<b>MAJOR “COMMUNITY SPIRIT THROUGH PHYSICAL ACTIVITY” OBJECTIVES AND ACTIONS 2007- 2010.....</b>	<b>7</b>
14.1	GOAL 1 – POLICY .....	8
14.2	GOAL 2 – PEOPLE.....	8
14.3	GOAL 3 - ORGANISATIONS.....	9
14.4	GOAL 4 – PHYSICAL ACTIVITY ENVIRONMENT .....	9
<b>15.0</b>	<b>BIBLIOGRAPHY .....</b>	<b>10</b>

## COMMUNITY SPIRIT THROUGH PHYSICAL ACTIVITY

### Goomalling Physical Activity Plan 2007 – 2010

## FOREWARD

### 1.0 Purpose of this Plan

The overall purpose of this project is to develop a Physical Activity Plan for Goomalling that would facilitate opportunities for residents to participate in a range of physical activities primarily in their local community.

In doing so the intention is to:

- (a) Raise the awareness of physical activity and its benefits in the Shire of Goomalling.
- (b) Create an environment that supports individuals engaging in physical activity.
- (c) Support and encourage organisations and individuals providing opportunities for people to be physically active.
- (d) Outline physical activity programme strategic directions over the next three years, in terms of its integration with other Shire of Goomalling initiatives
- (e) Identify the activities and services annually supported by the Be Active Sport and Recreation Coordinator in the Shire of Goomalling

### 2.0 Background

The Avon Be Active Scheme is currently supported by the Shires of Dowerin, Goomalling and Toodyay and employs a full time Coordinator within administrative support provided by the Shire of Goomalling. Financial support for the Scheme has been forthcoming from all participating Shires and Healthway.

The Avon Be Active Scheme has entered its third triennial funding period and the participants are seeking to achieve a more strategic and integrated approach to initiatives at both an individual Shire and on an across Shire basis. This approach will assist the management committee in its assessment of progress and provide more precise performance measures for the Coordinator.

The messages promoted by "*Community Spirit Through Physical Activity*" are consistent with the outcomes sought by the Western Australian Government Physical Activity Taskforce and the National Physical Activity Guidelines for Australians' (Commonwealth Department of Health and Aged Care 1999).

The importance of physical activity and sport in country communities has been recognised for many years. In 1999 the WA Department of Commerce, Trade and Regional Development in its report "Living in the Regions" nominated sport as the social cement for country communities. This is certainly the case in the Shire of Goomalling.

### 3.0 Societal Trends Impacting on Goomalling

1. The structure of the local labour force is changing, with more women in the labour force, availability of part time positions and smaller farm workforces.
2. The concept of the 5 day working week does not always apply in rural communities due to seasonal work pressures which erodes the traditional use of the weekend for leisure.
3. The leisure industry including tourism is a significant part of the local economy.
4. Society is becoming more convenience orientated.
5. Australia is an ageing nation, although Western Australia has a young median age compared to other States.
6. Current low unemployment levels and difficulty in finding workers.
7. Convenience of home technology allowing people to undertake work and leisure activities at home.

### 4.0 Barriers and Constraints to Participation in Physical Activity in Goomalling

From interviews, questionnaire returns, and workshops, the most common barriers to participation in physical activity reported were:

1. Transport costs.
2. Seasonal nature of farming.
3. Individual's lacking self – confidence.
4. Individuals concerned about self image.
5. Clique' nature of sport.

Other notable points reported in relation to physical activity participation in Goomalling include:

- A higher level of injuries reporting for medical treatment on Mondays following weekend sport competitions many related to inadequate physical fitness.
- Child care issues hamper participation.
- Osteoarthritis cases in Goomalling requiring weight loss to reduce knee problems.
- Some pavements and road design not safe or conducive to adult scooter use.
- People reported feeling safe in Goomalling.
- Club sporting activity was seen as popular, available and a social opportunity.
- Popularity of local gymnasium activity and other gymnasium type activities in Goomalling (e.g. Gentle Gym – Stay on Your Feet).
- Generally physical activities are not self sustaining through volunteers and need a programmer.
- Local primary schools provide as a minimum the mandated 2 hours physical activity for children a week. This is supplemented by sport carnivals.
- Schools free use of the Goomalling Sports Ground.

### 5.0 Key Target Groups Identified

As a result of community consultations and observation the following key target groups have been identified:

- Young People \*
- Women
- Middle aged adults
- Seniors

\* In the context of this Plan young people are defined as aged between 12 and 25 years.

## **6.0 Facilities**

- With the exception of golf, swimming and lawn bowls, sporting facilities are mainly centralized at the Goomalling Sports Ground (GSG).
- Sports available at the GSG include hockey, football, cricket, tennis, netball, basketball and skating.
- Visual inspection and community consultations confirm the Goomalling Sports Pavilion is reaching a point of accelerated maintenance cost.
- The Shire swimming pool is non-standard in length, but reported in a Department of Sport and Recreation study as being in reasonable condition. It is not heated.
- The Goomalling Town Hall is currently being used as a gymnasium and for physical activity programs.
- The Goomalling Bowling Club green is still in use and showing considerable wear.
- Wide local streets with footpaths are conducive to safe walking.

## **7.0 Programs and Services**

- There is a general lack of targeted physical activity programs and services in Goomalling for some community groups.
- The one private physical fitness programmer operating in Goomalling is in constant demand.
- Physical activity in Goomalling is mainly achieved through farm work or sporting activity which depends on volunteer support of sport clubs.

## **8.0 Why Should People in Goomalling Participate in Physical Activity?**

Regular aerobic physical activity increases your fitness level and capacity for exercise. It also plays a role in the prevention of cardiovascular disease. Physical inactivity is a major risk factor for heart disease and stroke and is linked to cardiovascular mortality.

Regular physical activity can help control blood abnormalities, diabetes, obesity and also help reduce blood pressure. Other secondary benefits include reduced health costs, the opportunity for socialisation, development of community pride and decreased isolation.

Creating an environment that underpins physical activity through the provision of facilities and support services will encourage individual community engagement and desirable increases in participation.

## **9.0 Current Trends for Wheatbelt Physical Activity**

According to the Premier's Physical Activity Taskforce only 58% of the population is undertaking sufficient physical activity to attract a health benefit. In addition four out of ten Western Australians do not undertake sufficient physical activity to impact on their general health at all.

The Wheatbelt region is reported by the Taskforce to have a lower level of physical activity than the state average. Further, a higher proportion of the Wheatbelt population were overweight and a similar proportion obese compared to the overall Western Australian population.

## 10.0 Mission and Target Groups

### Mission

To increase participation in physical activity across all sectors of the community with particular focus on high need groups.

### Primary Target Groups

1. Young people who have left school or are working
2. Women
3. Mature adults who are currently inactive or involved at low levels of activity who reside within the Shire of Goomalling.
4. Seniors

### Secondary Target Groups

1. Key support services that have contact with and provide resources and information to the primary target groups. (e.g. swimming pool staff, physiotherapists, medical doctors, HAC coordinators, police, teachers).
2. Shire of Goomalling employees who can support and impact on the "Community Spirit Through Physical Activity" initiative.

## 11.0 Key Success Factors

Factors that will influence the success of the Shire of Goomalling *Community Spirit Through Physical Activity* program are:

- Continued funding of the Be Active Sport and Recreation Coordinator position from the Shires of Dowerin, Goomalling and Toodyay.
- Ongoing integration of the *Community Spirit Through Physical Activity* into Shire of Goomalling initiatives.
- Collaboration and networks with government and non-government agencies involved with health promotion, physical activities and leisure.
- The continued establishment and maintenance of links between the Be Active Sport and Recreation Coordinator and the community.
- Flexibility within the *Community Spirit Through Physical Activity* to address a broad range of issues concerning participation.
- Existence of quality planned recreation facilities.
- Community initiative and voluntary support programs.

## 12.0 Facilities and Physical Activity

Many of the Shire of Goomalling facilities are located at the Goomalling Sports Ground within easy access for town residents. They include oval, hockey field, basketball court, tennis/netball courts and skate board facility. This clustering of facilities is conducive to creating a habit among residents to travel to the same location for sport competition and physical activity. Further, the primary schools have access to a greater array of sporting facilities than is often the case.

A Shire of Goomalling swimming pool audit by GHD undertaken on behalf of the Department for Sport and Recreation in 2000 indicated the swimming pool was in sound condition.

A community workshop, individual focus groups, and questionnaire returns conducted as part of developing this Plan gave priority to:

- Heating the swimming pool.
- Building a hydrotherapy pool.
- Relocating the gymnasium.
- Considering the collocation of Lawn Bowls to the Goomalling Sports Ground (GSG)
- Using the Goomalling Town Hall for social and cultural purposes.
- Upgrade of the GSG Pavilion due to inadequate size and current condition.

Workshop attendees saw the availability and quality of facilities as being central to creating the positive environment necessary to encourage physical activity.

### **13.0 Difficulty in Undertaking Physical Activity**

Many of the barriers nominated by workshop and focus group attendees relating to undertaking physical activity relate to seasonal work, travel distance from the town and depopulation (team viability).

Other physical barriers identified by the community included:

- Limited child care available.
- Need diversity outside core sports.
- Some facilities not seniors friendly.
- Seasonal work pressure limiting free time.

Constant themes that were nominated as restraints undertaking physical activity were travel to other towns, availability of volunteers, availability of expertise and skilled resource people. Poor health or injuries were also mentioned by older persons.

### **14.0 Major “Community Spirit Through Physical Activity” Objectives and Actions 2007- 2010**

The *Community Spirit Through Physical Activity* outlines the role the Shire of Goomalling can play in supporting physical activity. This is a multi-faceted initiative which requires partnerships, alliances and sharing of resources through a variety of agencies. It acknowledges a variety of factors determine health behaviour change by individuals and communities.

The objectives of *Community Spirit Through Physical Activity* are as follows:

1. To provide mechanisms that support knowledge acquisition, attitude and personal skill development to facilitate participation in regular moderate physical activity.
2. To promote strengthened community responsibility for the implementation of physical activity initiatives.
3. To assist development of environments that encourages physical activity.
4. To consolidate and expand partnerships across other Shires and other government and non-government agencies to support the promotion of physical activity.
5. Advocate the availability of quality sport and recreation facilities that are planned, well designed, well managed and support physical activity.

The following *Community Spirit Through Physical Activity* recognises the Shire of Goomalling does not have unlimited resources and outcomes will be achieved through the efforts of a number of organisations. The provision of information, skilling and education of residents on physical activity and volunteerism is an empowerment strategy and which engages people and the development of community spirit.

Goals

- Goal 1 Policy
- Goal 2 People
- Goal 3 Organisations
- Goal 4 Physical Activity Environment

**14.1 Goal 1 – Policy**

To provide mechanisms that support knowledge acquisition, attitude and personal skill development to facilitate participation in moderate regular physical activity.

<b>Objective</b>	<b>1.1</b>	<b>Ensure appropriate mechanisms are in place to allow the implementation of Community Spirit Through Physical Activity (CSTPA.)</b>
Action	1.1.1	Council adopt the <i>CSTPA</i>
	1.1.2	Continued employment of a Be Active Sport and Recreation Coordinator.
	1.1.3	Implement an annual operational plan for <i>CSPTA</i> .
	1.1.4	Publicise the benefits and successful initiatives involving physical activity.
	1.1.5	Ensure information on <i>Community Spirit Through Physical Activity</i> is included within Shire policy documents.

<b>Objective</b>	<b>1.2</b>	<b>Ensure a range of community programs are provided that address barriers to participation in physical activity.</b>
Action	1.2.1	Organise special events which promote moderate physical activity.
	1.2.2	Facilitate a peer / buddy program for engagement in walk/activity in the community.

<b>Objective</b>	<b>1.3</b>	<b>Improve delivery structures that support physical activity.</b>
Action	1.3.1	Support the Goomalling community in seeking grants and sponsorship to conduct programs that are primarily related to physical activity.
	1.3.2	Encourage continuation of physical education in primary schools and their involvement in the <i>Active After School</i> program.
	1.3.3	Work with sport groups and community professionals to improve the quality of participation in physical activity.
	1.3.4	Continue to provide information to sporting clubs on external physical activity opportunities.

**14.2 Goal 2 – People**

To promote strengthened community responsibility for the implementation of physical activity initiatives.

<b>Objective</b>	<b>2.1</b>	<b>To increase the capacity of the Goomalling community to provide physical activity opportunities.</b>
Action	2.1.1	Training needs of community sport and recreation providers are identified and provided as needed e.g. coach education courses.
	2.1.2	Encourage community volunteerism in physical activity through providing leadership and expertise.
	2.1.3	Training needs of the Be Active Sport and Recreation Coordinator are recognised and education opportunities provided.
	2.1.4	Encourage and assist the swimming pool to host the Be Active Swim to Rotto on an annual basis.
	2.1.5	Encourage and assist schools to host a Be Active Step in to Spring event.

<b>Objective</b>	<b>2.2</b>	<b>Identify key physical activity leaders in the community.</b>
Action	2.2.1	Develop a physical activity leader's advocacy and support programme.
	2.2.2	Host Be Active Community Education and Support Programmes.

### 14.3 Goal 3 - Organisations

To consolidate and expand partnerships across other Shires and other government and non-government agencies to support the promotion of physical activity.

<b>Objective</b>	<b>3.1</b>	<b>Utilise specialist skills and knowledge across participating Shires, communities' networks and structures to increase physical activity rates.</b>
Action	3.1.1	Facilitate inter-Shire communication on physical activity and successful programmes.
	3.1.2	Include inter-Shire collaborative programmes in annual operation plan.

<b>Objective</b>	<b>3.2</b>	To increase the awareness by organisations associated with physical activity in Goomalling of the physical activity needs and opportunities in the community.
Action	3.2.1	Identify funding opportunities and assist organisations obtain grants that allow organisations to implement physical activity programs
	3.2.2	Encourage community organisations to utilise the Shire of Goomalling website to promote local physical activity.
	3.2.3	Publish a monthly newsletter and distribute it to organisations associated with physical activity, keeping them updated on any key sport or recreation issues, or programs.
	3.2.4	Host the Be Active Battle of the Pools Triathlon Series on an annual basis, and encourage the participation of multiple towns, especially Dowerin, Toodyay, and Goomalling.
	3.2.5	Promote the Heart Foundation's "Be Active Message"

<b>Objective</b>	<b>3.3</b>	<b>Establish a physical activity hub in Goomalling that includes support for Dowerin and Toodyay.</b>
Action	3.3.1	Shire of Goomalling continues to provide logistical and administrative support for the Be Active Sport and Recreation Coordinator.
	3.3.2	Continue to work with the WA Country Health Service and other health professionals to plan and promote physical activity e.g. Local Health Advisory Council membership continuation.
	3.3.3	To link with other identified partners (e.g. Cycle Instead, Heart Foundation, Department for Sport and Recreation) as opportunities arise to support initiatives which promote the uptake of physical activity.
	3.3.4	Promote the Shire of Goomalling as an organisation actively supporting physical activity by including Information about the <i>Community Spirit Through Physical Activity</i> program on the Shire web page

### 14.4 Goal 4 – Physical Activity Environment

Advocate the availability of quality sport and recreation facilities that are planned, well designed, well managed and support physical activity

<b>Objective</b>	<b>4.1</b>	<b>Facilities and Shire growth areas are planned, and managed to ensure increased participation in physical activity.</b>
Action	4.1.1	Work with Shire planners to ensure physical activity needs are taken into account when facility maintenance and new developments are being considered.
	4.1.2	Continue to provide sporting field use free of charge to local primary schools.

Objective	4.2	<b>Ensure facilities are developed to maximise opportunities for engagement in safe and enjoyable participation in physical activity.</b>
Action	4.2.1	Enlist the support of local cyclists, walkers and other community members to assist with identifying and promoting marked and measured walk routes around Goomalling.
	4.2.2	Develop discussion papers on the potential or need for: <ul style="list-style-type: none"> <li>• An upgrade of the Goomalling Sports Pavilion</li> <li>• Collocation of the Goomalling Bowling Club with other sports at the Goomalling Sports Ground.</li> <li>• Relocation options for the gymnasium</li> <li>• Use of the Town Hall for low key physical activity</li> <li>• Installation of a hydrotherapy pool</li> <li>• Heating the swimming pool</li> </ul>
	4.2.3	Examine and report on the condition of Shire sport and recreation facilities outside the Goomalling town site and their impact on physical activity.

## 15.0 Bibliography

1. The Department of Commerce and Trade, Regional Development Council, Ministry of Planning and the Regional Development Commissions. February 1999, *Living in the Regions - The Wheatbelt Report. The Views of Western Australians*. ISBN -0-7307-1228-1.
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